

Nugents

AUTUMN OPENING TO-MORROW

FIRST FALL OPENING IN OUR NEW STORE.

One year ago we were in the midst of gigantic changes. We promised then to reward you with a modern dry goods store on completion of alterations.

COME TO-MORROW AND SEE THE GRAND RESULT---A Modern, Up-to-Date Store, Brimful of Latest Style Merchandise, AND ALL AT OUR WELL-KNOWN LOW CASH PRICES.

AUTUMN STYLES

Grand Fall Opening
...of...

Cloaks and Suits

We shall show a line of **Tailor-Made Suits and Gowns**, superior in every way to anything to be found in this city outside of our store. The ever-increasing demand for better Ready-Made Suits has been fully met by us this season. This demand is for better fitting and better made goods. Not for economy's sake do ladies buy Ready-Made Gowns, as was formerly the case, but because of superiority of styles, workmanship, finish and quality. Whether a street suit, a calling dress or a fancy evening costume is wanted, it can be

bought more stylish, as well as much cheaper, ready made. **Of course, this depends largely upon where you buy it.** We claim that we are to-day, more than ever before, at the very head and front of the cloak and suit business in this city. It therefore will pay you to come to our **Grand Opening This Week**, as it will also pay you to buy your new fall suit early, and, better still, it will surely pay you to buy it at Nugent's.

WE ARE SHOWING:

Stylish Suits, well made, That fit perfectly, at \$14.75, \$16.50, \$18.00, \$21.50, \$25.00, \$27.50, \$30.00, \$35.00 and up to \$50.00.

Beautiful Costumes, handsome Calling Dresses and Gowns at \$55.00, \$58.75, \$62.50 and up to \$77.50.

These beautiful suits must be seen and should be tried on in order that their superiority and fine points shall be appreciated. We claim that we have the most perfect blouse suit ever produced, and special features in collars that are perfect when worn turned down or standing. New features in sleeves, new ideas in the yoke and flaring skirts.

Capes and Wraps—The fall styles are all in and they are beauties. Come and see them.

See the new "L'Aiglon" Capes, correct copies of the original as worn in the play by the great Sarah Bernhardt to-day in Paris. Just right for early fall wear. Made of fine broadcloth and light-weight kerseys. **Prices, \$15.00 to \$20.00.**

See the new swell Ulsters for carriage wear at \$50 to \$75. See the new swell "Automobiles," correct shapes, at \$18.75 to \$50.00.

See the handsome Velour Coats and Blouse Velvet Jackets at \$27.50 to \$50.00 each.

See the new and elegant Short Coats for early fall wear, with all the new features of collars and sleeves, at from \$8.75 to \$25.00.

New Furs—Not in years have Furs been as fashionable as they will be this season. They come in most attractive as well as practical shapes, from the small neck scarf of 15 to 18 inches long to the big double animal scarf and the long boa reaching clear to the ground.

Fur Jackets will be more popular than ever. We show fine Electric Seal Coats, \$25.00 up; fine Near Seal Coats, \$30.00 up; fine Persian Lamb Coats, plain, \$35.00 and \$35.00.

Fine Persian Lamb Coats, with chinchilla collars or brown marten collars and fronts, \$150.00.

Fine Persian Lamb Coats, with genuine Hudson Bay sable collars and revers, \$250.00, and with genuine Russian sable collars and revers, \$275.00.

Grand Opening of New Fall Dress Goods.

Blacks and Colors.

Every fashionable manufacturing center of Europe and America is represented on our Dress Goods counters. Styles are of the very latest design, coloring of the newest tints. Among the most fashionable weaves will be found:

Tiger Skin, Ziballines, Cat Skin, Camel's Hair, Soliels, Venetians, Prunellas, Broadcloths, Homespuns, Mohair, Reversible Coverts, Etc., Etc. And a Great Sale of Black Dress Goods and Colored Dress Goods.

From Auction.

3,500 pieces of very desirable black and colored Dress Goods were sold by Townsend & Montant Wednesday, September 12, in New York City, by order of the manufacturers. As was the case in our Silk sale of last week, we were the largest St. Louis buyers. The benefit of the prices we offer to you this week. Here are a few of the many

Extraordinary Bargains.

38-inch Black Brocade Etamines, manufacturer's price 35c—Auction Sale Price, yard.....

36-inch Illuminated Armure Plaids, manufacturer's price 35c—Auction Sale Price, yard.....

38-inch Illuminated Bourrette Novelities, in all the popular fall mixtures, manufacturer's price 45c—Auction Sale Price, yard.....

38-inch Silk-mixed Granite Plaids, manufacturer's price 50c—Auction Sale Price, yard.....

38-inch All-wool Homespun Fancies, manufacturer's price 50c—Auction Sale Price, yard.....

38-inch Camel-hair Worsted Plaids, reversible goods, manufacturer's price 75c—Auction Sale Price, yard.....

43-inch Homespun Mohair Fancies, in the popular fall colors, manufacturer's price 85c—Auction Sale Price, yard.....

45-inch All-wool Black Herringbone Cheviot, manufacturer's price 75c—Auction Sale Price, yard.....

49-inch All-wool Black French Poplins, manufacturer's price 75c—Auction Sale Price, yard.....

45-inch All-wool Black Cheviot, manufacturer's price 1.00—Auction Sale Price, yard.....

54-inch All-wool Novelty Homespun Suiting, manufacturer's price 1.25—Auction Sale Price, yard.....

54-inch All-wool and Worsted Twisted Scotch Suitings, manufacturer's price 1.50—Auction Sale Price, yard.....

54-inch Extra Quality All-wool Black Pebble Cheviots, manufacturer's price 1.65—Auction Sale Price, yard.....

Grand Autumn Opening

... Of Our ...

Millinery Department,

Monday, Tuesday

and Wednesday,

Sept. 24, 25 and 26.



"The L'Aiglon."



"The Chinois."

We have secured the services of Madame Reynolds, who was for years European and resident buyer and manager of a celebrated millinery house of New York City, to take charge of our Millinery Department. Madame Reynolds has brought her experience to bear in the selection of the most beautiful of goods, with the result that we have the pleasure of inviting our patrons to see the loveliest of millinery creations it was ever our privilege to show.

We call especial attention to two of this year's Parisian creations—see cuts. New York City has gone wild over these magnificent Hats. Every lady in St. Louis should make it a point of seeing them and our magnificent display of Pattern Hats and those beauties from our own workrooms, also; Imported Parisian Neck Pieces, the very latest of this season's fads, and our choice collection of London Ready-to-Wear Hats.

A Superb Display of Misses' and Children's Millinery.

In Addition to Grand Opening of New Fall Silks, Continuation of Our Great Sale of Silks From Auction!

The last freight shipments of the PHOENIX SILK MFG. CO. arrived the past week. There are a good many styles among them that you did not see last week. The values are equally as good, and in some cases even better. All this season's styles, and not a yard that is off the loom over six weeks.

This Is How They'll Be Sold:

BLACK TAFFETA SILKS—20-inch Black Taffetas; manufacturer's price 75c—Auction Sale Price 50¢

23-inch very much finer, wider and heavier Black Taffetas; manufacturer's price \$1.25—Auction Sale Price 75¢

36-inch Black Taffeta Silk (one yard wide, remember); manufacturer's price \$1.50—Auction Sale Price 98¢

BLACK RHADAME—27-inch all pure silk Black Satin Rhadame, an excellent wearing fabric; manufacturer's price \$1.65—Auction Sale Price 95¢

BLACK SURAH SILKS—24-inch very best quality pure dye Black Surah; manufacturer's price \$1.75—Auction Sale Price \$1.00

NOVELTY SILKS FOR WAISTS.

175 pieces of assorted styles in Novelty Waist Silks, consisting of Satin Striped Plaids, Brocade Armures, Striped Taffetas, Checked Taffetas, Two-Toned Barri Taffetas, etc.; manufacturer's prices were from 85c to \$1.00—Auction Sale Price 50¢

COLORADO TAFFETAS—100 pieces of plain colored Taffeta Silks, in every new and desirable shade, including black, white and evening tints, especially adapted for waists and linings; Auction Sale Price 55¢

36-inch (one yard wide) Plain Taffetas in stylish shades, including black; manufacturer's price \$1.75—Auction Sale Price \$1.15

EVENING SILKS—Hundreds of beautiful pieces in all the fashionable weaves for evening gowns—just in time for the VEILED PROPHET'S BALL.

Opening Sale of Blankets, Comforts, Spreads, Lap-Robes, Steamer Shawls, Etc.

All Fresh, New Goods, at Specially Low Prices.

"Western" made All-Wool Blankets,

\$3.00 up to \$6.50 per pair

"North Star" Blankets, in white, natural sanitary gray and medicated red,

\$4.00 up to \$10.00 per pair

Our celebrated "California" all-wool, steam-shrunk Blankets, in white, tan, sanitary gray and medicated red,

\$5.50 up to \$20.00 per pair

Comforts, with silkoline covering and white cotton filling,

\$1.25 up to \$2.00 each

Comforts, with Satine and Twilled Creton covering, and fine sheet cotton filling,

\$1.75 up to \$2.75 each

Comforts, with English and French Satine coverings, very fine grade,

\$2.25 up to \$3.75 each

Elder-Down Comforts, with best down-proof Satine coverings,

\$4.75 up to \$7.25 each

Elder-Down Comforts, with finest grade of figured silk covering,

\$8.50 up to \$15.00 each

Fine Grade of Crochet Spreads, very large size,

\$1.15 up to \$1.50 each

New Satin Weave Marseilles Spreads, all choice patterns,

\$1.75 up to \$5.00 each

New English Marseilles Spreads, with elaborate raised patterns,

\$2.50 up to \$9.00 each

Fringed Spreads for iron beds, all large size,

\$1.00 up to \$6.50 each

New Fall Lap-Robes, in great variety of weights and styles,

\$1.75 up to \$8.50 each

New double plush and heavy winter Lap Robes, in beautiful designs,

\$2.50 up to \$15.00 each

Steamer Robes, or Shawls, in all the Scotch Clans' styles, with heavy fringe,

\$3.90 up to \$13.50 each

Horse Covers for stable use, in medium and heavy weights,

\$1.00 up to \$2.50 each

All-Wool Cooling Blankets, in small plaids,

\$2.75 up to \$4.00 each

Horse Blankets, in plaid wool squares, for street and driving purposes,

\$1.25 up to \$8.75 each

Grand Opening IN OUR Infants' Department

The babies are never forgotten in our house, and not only have we the nicest baby corner in St. Louis, but we have the most beautiful collection of

Baby Bonnets and

Baby Fixings

to be seen in this city. You should see a charming little

face tucked away in one of our lovely Poke Bonnets. We

have them in almost every combination of colorings, trimmed

with lace, otter fur and many ribbon designs.

For the wee, wee baby you'll find French Caps in French

styles, all elegantly embroidered or tucked and corded.

A charming collection of

Cloaks and Wraps, every one selected with rare taste. Little

Embroidered and Lace-Trimmed Dresses; Skirts, daintily

embroidered; Sacques, Bibs, Booties, Veils and Trimmed

Baby Baskets.

Everything to make Baby's wardrobe complete and to save

mother a world of worry in dressing Baby.

Grand Opening in Boys' Clothing Department,

And of course this large Department is crowded with all that is new and stylish for

Little Boys, Big Boys and Young Men.

For the Little Chaps—Russian Blouse, Sailor and Vestee Suits—all made in the most beautiful combinations of colors it was ever our privilege to offer to the mothers of St. Louis—

Ages 2½ to 10 years. Prices, \$3.00 to \$13.95

For the Big Boys—Double-breasted Suits in fine Scotch Mixtures, Fancy Worsteds, Cheviots and Serges—also single

and double breasted Suits with extra fancy vest—all made up in the best manner possible—special attention given to the making and trimming of every suit—

Ages 7 to 16 years. Prices, \$2.45 to \$10.00

For the Young Men—A magnificent selection of Suits in the finest Scotch and English Mixtures, Fancy Worsteds, Piques, together with Oxford Grays, all cut in the latest military fashion—

Ages 13 to 20 years. Prices, \$6.50 to \$15.00

For the Boys and Young Men

A Choice Selection of

Raglan and Box Overcoats.

In Tan Coverts, Oxford Grays, Brown Cheviots; also Top Coats in all the latest cuts and shades—

Ages 5 to 20 years. Prices, \$3.95 to \$15.00

For Small Boys—A grand selection of Russian Overcoats, the latest fashion this year; also Reefers in the best colorings, such as royal blue, garnet, brown, cadet blue and navy blue—all made of fine imported cloths—

Ages 2½ to 8 years. Prices, \$4.50 to \$10.00

An Immense Variety of

Separate Silk Mixed Fancy Vests.

For Boys and Young Men—all the rage this year—

Ages 8 to 20 years. Prices, \$1.50 to \$2.75

We call especial attention to Young Men to our Long Pants Suits that are made with a reversible vest—suit cloth on one side and fancy silk mixed front on the other, making virtually two vests with one suit. We cordially invite parents to look through this Big Boys' Clothing Department of ours and learn all about how to dress their boys, big and little, correctly at the lowest possible cost.

Boys' and Young Men's Hats and Caps.

Thousands of them and all the latest styles—Boys' Golfs, Btons, Yachets, Military—Young Men's Soft Fells, Golfs, Fedoras, etc., etc., in all the new shades.

In Our Hat and Cap Department—

LITTLE MEN'S SHIRTS, SHIRT WAISTS, in all the best makes and every one new this season.

Opening Sale

—OF—

Our New "Trifousse"

Kid Gloves,

Just received direct from France, in all the latest of up-to-date styles

For Fall 1900 in

Glace and Suede,

For street and evening wear, finished with new patent fastenings and facing hooks. See Window Display.

Everything That Is New for

V. P. Ball.

Long Evening Suede Gloves, 12, 16 and 20 button lengths.

Our Popular "Carmen" Suede Mousquetaire Gloves, in white, black and opera shades.

All at Lowest Prices.

New Fall Laces and Embroideries.

This is the department where ladies will love to

linger and look over the beautiful designs in the

hundreds of pieces of exquisite new patterns never

previously shown.

Here Is Where Will Be Found

Black, white and cream Point de Venise All-Over's,

Arabian All-Over's, cream and black Guipure All-

Over's, Renaissance All-Over's, Mecklin All-Over's in

cream, embroidered Mouseline de Soie, Applique

Chiffon All-Over's, French Val Laces in all widths

and Insertions to match, Normandy Vals, Point de

Paris, etc., etc. Nothing is missing that will delight

lovers of the most elegant laces gathered for the

pleasure of our patrons. They're just what many

ladies will want for V. P. Ball Dresses, and included

therein are beautiful sets for bridal trousseaus and

children's dresses.

All Are at Our Usual Low Cash Prices.

Doylies, Tidies, Shams, Center Pieces, Dresser Scarfs and Tray Cloths At Half Price.

2,000 pieces, direct from the manufacturer, of Irish Point Doylies, Tidies, Shams, Center Pieces, Dresser Scarfs and Tray Cloths on sale in Linen Department.

10-cent Doylies.....Go for 5¢

25-cent Tidies.....Go for 10¢

50-cent Dresser Scarfs.....Go for 25¢

75-cent Shams and Scarfs.....Go for 35¢

\$1.00 Shams and Tray Cloth.....Go for 50¢

\$1.50 Dresser Scarfs and Shams Go for 75¢

B. NUGENT & BRO. DRY GOODS CO., - - - Broadway, Washington Avenue and St. Charles Street.